



Forget Everything You Think You Know: *The Importance of Research & Integration in Green Power Marketing*

Mark Hammer
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**Green
Mountain
Energysm**

About Green Mountain Energy Co.

- > Founded in August, 1997
- > Leading retail provider of cleaner electricity in US
- > About 600,000 customers in seven states.
- > Agreements in place with developers that represent almost 200 MW of new wind energy and 500 kW of new solar capacity

Forget Everything You Know If What You Know Is This

- > Primary research isn't necessary
 - o I've read a lot about green power marketing
- > I know who will buy green power
 - o Environmentalists. People who buy organic produce
- > I know what to say to people to get them to buy green power
 - o After all, they want green power for the same reasons I do
- > I'll have a successful green program using bill inserts
 - o A successful program yields 1% penetration

How To Learn What You Don't Know

- > Review secondary research
- > Do primary research
 - o Know your market and how it differs from others
 - o Test messaging
- > Use a variety of methodologies (qualitative and quantitative)
 - o CATI
 - o Mall Intercept
 - o Online
 - o Focus Groups, One-on-Ones, Dyads
- > Research across audiences

Developing Your Marketing Plan

> Research

- Find the audience
- Develop the message
- Determine the tactics

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 - Which marketing tactics will you use and in what order?

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 - How will you develop momentum at launch?

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 - How will you develop momentum at launch?
 - How will you maintain momentum 365 days a year?

Case Study: Portland General Electric

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 - We then mapped customers in PGE territory who shared the demographics of our primary segment. This became our initial targeting
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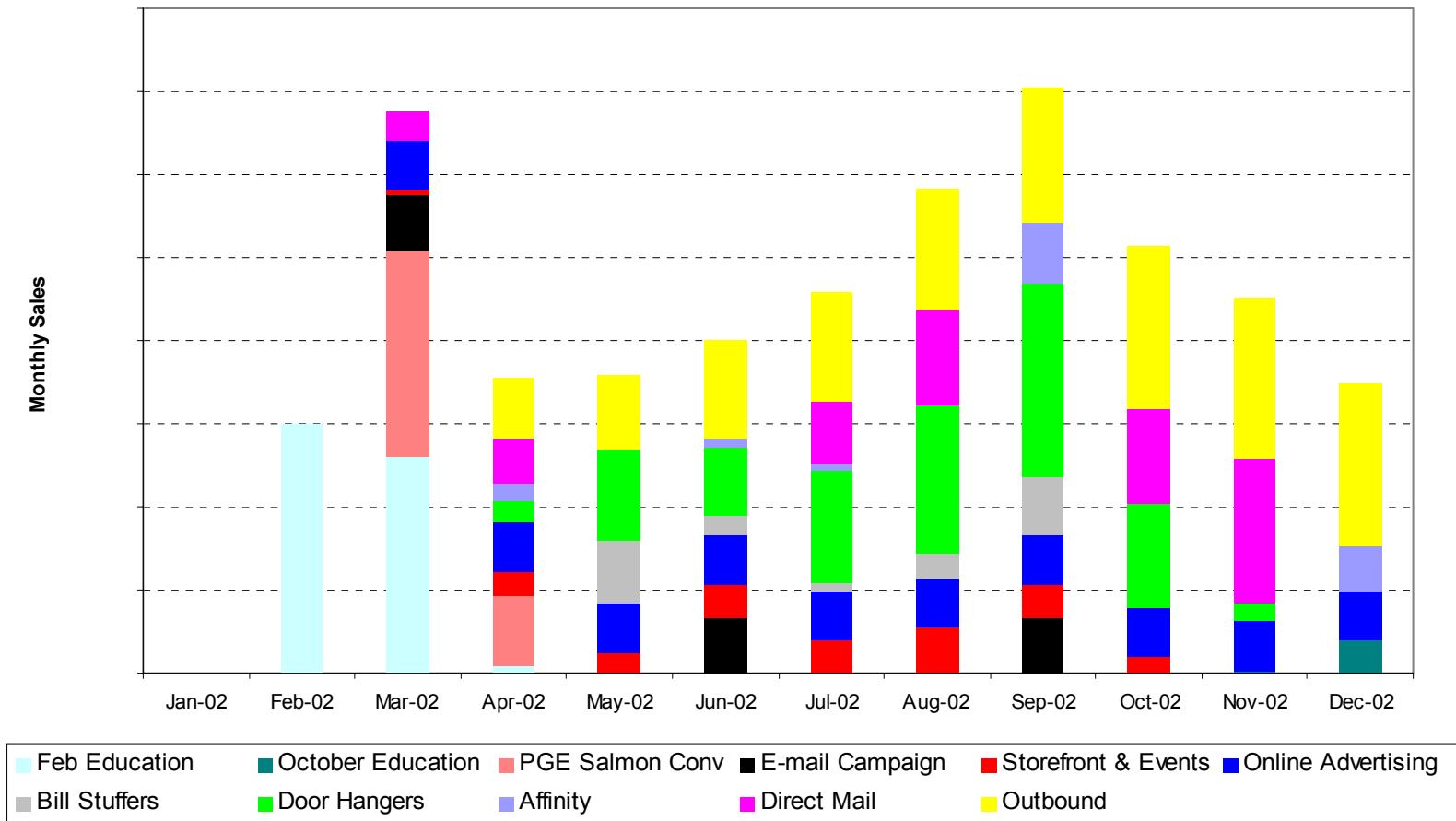
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- Determine the integrated marketing tactics & timeline
 - Working with PGE, we created a launch event that was carried by most news outlets in Oregon
 - We developed a marketing plan that stretched across all 12 months and so that each tactic drove another
 - We continue to test and re-test targeting & messaging through in-market tests and back-end analyses



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> Results

- In just over a year, green power program enrollments rose by 400% in eighteen months to 26,000
- Green power penetration currently at 3.7% of the market
- PGE jumped from 8th to 4th on NREL's rankings

Questions